

I am pleased to write you in relation to my Candidacy for the posting of **Communication Specialist**. I am highly organized and self-driven individual with strong work ethics, professionalism, keen eye for detail and excellent fact-checking skills. My commitment can be gauged from the fact that I am accredited with completing Bachelors in Media Sciences and involved in number of reputed projects/organizations early on in my career. My key propensities include, but are not limited to Marketing, Communications, Media, Branding, Project Management, Public Relations, Event Management, Social Media Management and Client Services.

As a seasonal Marketing and Communication Professional with over 9+ years of experience under my belt, I fully comprehend the importance of Marketing and Communication strategies, Outreach activities, Social Media Management, Event Management and Relationship Building for any organization. Having had hands on experience of devising and implementing Marketing and Communication strategies, handling multiple projects at a time, in reputed organizations and environment, I am comfortable working in a more challenging position. I am naturally drawn to this exciting opportunity to whet my appetite to work for challenging, but rewarding position. I would, therefore, welcome the chance of an interview, where we would be able to discuss in greater detail the value and zest I can bring to your prestigious organization.

# Muhammad Waleed Khan

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9+ years of experience in **Media, Communications & Project Management** for government/private organizations and different projects in civil society with great problem-solving skills.

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## Areas of Expertise include

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| ❖ MS Office               | ❖ Graphic Designing                  | ❖ Event Management         |
| ❖ Client Service          | ❖ Social Media Management            | ❖ CSR Project Development  |
| ❖ Monitoring & Evaluation | ❖ Social Media Analytics             | ❖ Public Relations         |
| ❖ Customer Service        | ❖ Project Planning and Documentation | ❖ Reporting and Compliance |

## Head of Marketing and Communications

(April 2022 till Present)

DM International, Karachi, Pakistan

### Responsibilities:

- Develop and implement marketing and communication strategies for Conventional & Digital marketing of DM International in all-over Pakistan.
- Responsible for managing all aspects of marketing; planning campaigns, events, segmentation, targeting, positioning, creative management, donor engagement and agency relationships.
- Direct brand management, PR, media relations, corporate positioning, project launches, advertising through digital and conventional marketing throughout Pakistan.
- Ensure assessment and monitoring of the impact of all marketing activities. Set Key Performance Indicators (KPIs) for the Marketing department.
- Ensure effective management of all the major and minor fundraising and other campaigns.
- Ensure consistency and alignment of all public content including catalogs, newsletters, training guides and brochures that enhance awareness.
- Work closely with the Board of Directors in defining accurate projections against marketing objectives across marketing channels.
- Manage the marketing department and internal communications for DM and its new project launches.
- Develop and track strategies to drive profitable growth through analytical planning and data driven decisions.
- Perform analysis to help formulate and define potential marketing initiatives by implementation, measuring results, and providing actionable recommendations based on outcomes.

## Deputy Project Director Media & Communications

(Sep 2020 till March 2022)

Ministry of Climate Change, Government of Pakistan, Islamabad, Pakistan

### Responsibilities:

- Created, implemented, and managed an integrated strategic Media, Marketing and Communications plan for the entire Pakistan; broadens awareness of Ten Billion Tree Tsunami programs, accomplishments and

priorities; and increases its visibility in national/international media, key stakeholders and cultivates new and enhance existing relationships with targeted audiences.

- Lead the development of brand media plans in support of overall brand objectives; develop KPIs to ensure media effectiveness.
- Managed and oversee all social media channels.
- Developed content for the TBTP website, social media accounts for internal communication platforms.
- Developed and managed social marketing campaigns that garnered major buzz on social media.
- Created and maintain editorial calendars, workflows, processes, schedules, and project plans.
- Supervised the creation of and edit multiple content objects daily. These will include copy and line editing roles, managing an overall style and voice.
- Developed/created promotional events that assist in raising the profile and awareness of TBTP.
- Maintained fruitful relationships with creative and media agency networks.
- Created, designed, and executed multi-platform interactive sponsorships.
- Development and managing vendors, consultant, freelance, printer, advertising and other supplier relationships in support of marketing and communication, and public relations goals.
- Executed all of the programs and features of the communication and marketing products to ensure that content and presentation are in sync with branding and overall communication strategies.

#### Achievements:

- Worked for **DUBAI EXPO-2020** in representing Ten Billion Tree Tsunami Programme under the Climate and Bio-Diversity Week.
- Lead role in managing the **WORLD ENVIRONMENT DAY 2021**, Prime Minister's Imran Khan event that was on-air globally (whole stage management, Rundown, Videos making and Social media Management).
- Worked on **Pakistan's National Parks** known as Protected Areas Initiative (including Logos design, signboards, communication material and liaison with other ministries).
- Worked on **Spring & Monsoon Plantations** (designed and implemented Media/Social Media Strategy, making of print advertisements, coordination with Ad-agencies and Press Information Department).
- Launch of **Billion Tree Honey** - An initiative of Prime Minister Imran Khan (including Logo making, Branding and Engagement of Print Media, Social Media Management, meeting and liaison with the stakeholders).

#### Program Coordinator & Social Media Manager

(May 2017 – September 2020)

Society for I AM KARACHI (IAK), (USAID funded Project) Karachi, Pakistan

#### Key Responsibilities:

- Developed the Social Media strategy for IAK; Planned, implemented and managed the Social Media accounts in order to increase brand awareness.
- Completed numerous USAID key projects along with several other campaigns and activities.
- Coordinated & Outreach lead for all project activities, resources and information.
- Developed consolidated and reconciled management and resource allocation reports.
- Provided administrative, financial and coordination support to project managers, on multiple projects through the entire project lifecycle.

- Developed and managed relationships with clients, academies, local communities, private and Public-sector organizations.
- Draft weekly and monthly reports.
- Scheduled meetings and update the content calendar.
- Worked as an event coordinator.
- Coordinated with internal & external teams to ensure a smooth workflow.
- Supervised volunteers, staff and other community members.
- Monitored budgets for outreach activities for IAK independently.

**Social Media & Client Service Executive**  
**Magma Digital, Karachi, Pakistan**

**(March 2016 – May 2017)**

- Meeting and liaising with clients to discuss and identify their requirements.
- Managed Social Media Accounts of the clients and implements the Social Media Strategy.
- Worked with the internal team to devise campaigns that meet the client's brief and budget.
- Negotiated with clients and internal staff in accordance with the specifics of campaigns.
- Presented creative pitches to the clients for modification and approval.
- Monitored and ensured an effective impact of all the running campaigns.

**Admin Officer**  
**SWALLOW POWER ENGINEERING, Karachi, Pakistan**

**(Nov 2014-Mar 2016)**

- Supervised and administered day-to-day activities of the office.
- Managed cordial liaison between the company and its clients.
- Assisted in the coordination, supervision, and completion of special projects.
- Organized events for different occasions for the organization.
- Devised public relation programs and managed their costing and budgeting.
- Supervised the work of employees in supporting roles, including assigning workload and monitoring employee performance.

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**EDUCATION**

<b>BS Media Sciences, Iqra University, Karachi</b>	Jan 2012 — Dec 2016
<b>HSC Board of Intermediate Education, Karachi</b>	Aug 2007 — May 2009
<b>SSC Board of Secondary Education, Karachi</b>	May 2005 — Mar 2007

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**GOOGLE CERTIFICATION**

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Digital Marketing  
**TECHNICAL PROFICIENCIES**

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MS OFFICE, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Sound Forge.

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**LANGUAGES**

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Urdu (Native), English (Fluent)